

## ABSTRACT OF THE DISCLOSURE

There are provided a liquid crystal drive method, a liquid crystal display system and a liquid crystal drive control device, which can realize low power consumption at an alternating current drive of a liquid crystal panel. A common voltage given to a common electrode of a liquid crystal is switched between a positive phase and a negative phase. Display data is converted in such a manner that first display data and second display data selecting two of a plurality of gradation voltages in which magnitudes of potential differences in the pixel electrodes in the positive phase and the negative phase with reference to the common voltage corresponding to display data in a display memory are the same are in the same bit pattern except for one specified bit. For example, bit allocation of positive and negative gradation display data is made in such a manner that low-order bits other than the highest order bit are symmetric up and down in binary with respect to the middle.